

1	What is the proper way to introduce a man and woman?	6	What is the correct way for a woman to register at a hotel?
2	Should a man take a woman's arm or should she take his?	7	What is the proper sum to tip a waiter, porter, etc.?
3	What is the correct thing to say when meeting strangers?	8	What is the correct form in announcing an engagement?
4	How should wedding gifts be marked?	9	When and how should you introduce yourself?
5	What is the correct way to eat asparagus, corn on the cob, etc.?	10	How should acceptances, regrets, invitations, etc., be written?

Can You Answer These 10 Questions?

If not, you are ignorant of some of the simple rules of etiquette and culture that bring poise—polish—social success and personal advancement.

READ the ten questions at the top of this page.

Can you answer them correctly?

If not, then you are one of the thousands of men and women who are failing to realize their full measure of success simply because they do not *know* and *follow* the accepted rules of right conduct that bring the *poise*, the *self-confidence*, the *courage*, the *manner* that compels respect, breaks down the barriers of opposition and wins friends, fame and fortune.

Why ignore these rules of good taste and refinement?

Why subject yourself to embarrassment and humiliation?

Why make bad social "breaks" that cause others to misjudge and condemn you?

Why be looked upon as a bone-head and a boob?

It is a *foolish* and a *costly* thing to do.

And it is altogether unnecessary, for you can easily learn and follow the plain and simple laws of good breeding that insure a personal polish—a distinctive charm—a winning manner—that favorably influence others, secure worthwhile friends and guarantee you a warm welcome in the best social and business circles.

Worth Money to You

Polished manners—correct conduct—is one of the **biggest** assets you can possess.

Multitudes of men and women cannot associate with, nor secure the respect of worthwhile people, because they have rough, uncouth, objectionable manners that the right kind of people will not tolerate.

You know lots of such people. And you know that it is absolutely impossible for them to fill positions of any importance because they lack the necessary politeness, tact, and agreeableness to handle people successfully.

On the other hand, you know men and women who have such charming manners that they win friends wherever they go and have no trouble in favorably influencing all those with whom they come in contact.

One successful New York salesman is said to earn \$10,000 in commissions just on account of his pleasing manner. He treats his customers with that deference and refinement—that courtesy and friendliness—that *wins* them and *holds* them.

Thousands of otherwise able men, women and young people are failing to make the most of their opportunities just because they have neglected to acquire attractive manners. If

they only knew the real dollars-and-cents value of pleasing manners—if they only knew how they *quickly* and *surely* attract influential friends, promote profitable business relations, and smooth the whole pathway of life—they would not lose a minute's time in securing so important a money-making asset.

Avoid Embarrassing Blunders

Don't fail to learn the rules of social conduct that enable you to avoid humiliating errors and embarrassing mistakes that cause people to misunderstand you.

Unless you are sure of yourself—unless you know just *what* to do and *how* to do it—you are almost sure to commit some social blunder that will not only bring shame and mortification upon yourself, but may easily result in the loss of valued friends, old customers, some important business advantage or profitable work or position.

You cannot afford to take such chances. You cannot afford to guess about such things. You must *know* the right thing to do under all circumstances. That is the only way to feel safe and comfortable.

To know—and know that you know—the correct thing to say, the correct thing to do, the correct thing to write on all occasions will give you a feeling of *pride*, *pleasure*, and *power* that has a value that can never be measured in terms of dollars and cents.

Surely you are not going to permit yourself, through mere ignorance, to be unappreciated, criticised and belittled—to be made ridiculous and uncomfortable. If you do the fault will be yours, for the latest, authoritative rules of correct behavior are now set forth in convenient and inexpensive form in the *American Encyclopedia of Etiquette and Culture*, which you can now obtain on thirty days' trial. Send for it. Examine it. See for yourself its big value to you.

By a Well-Known Authority

The *American Encyclopedia of Etiquette and Culture* is by an acknowledged expert and international authority, Marvin Dana, M.A., B.A., Ph.D., F. R. G. S., formerly editor *The Smart Set*; assistant editor *McClure's Magazine*, and on the editorial staff of the *New York Herald*. It will put you into immediate possession of the very latest and reliable information and easy-to-follow rules of conduct that will enable you to always *do* and *say* the right thing at the right time—always create the right impression—always produce a favorable impression.

The *Encyclopedia* is complete in eight little books, small enough to slip into a man's pocket or a lady's hand bag, and it is printed in clear, readable type on a fine quality of book paper.

The value of this work, however, is not in type, ink or paper, but in the important information it contains, by a recognized authority—simple rules for acquiring a poise, a polish and a charm of manner that will be a continuous and everpresent help to you every step of the way that leads to real social and business success.

Sent on Trial

The *American Encyclopedia of Etiquette and Culture* is sent to you on thirty days' trial with our unconditional guarantee of complete satisfaction or it does not cost you a cent. Once you have it in your possession, you will quickly appreciate its great value to you and to your entire social and business career. A brief inspection of its contents will show you how it will enable you to develop a pleasing manner and acquire that tact and courtesy that so surely attracts others, cements friendships and wins respect, admiration and cooperation.

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Fill in, cut out and mail the 30-Day Trial Coupon today. Send no money in advance. When the *Encyclopedia* arrives, pay your postman \$1.97, plus a few cents postage. Then take thirty days—a whole month—to read, analyze and test out the simple rules set forth in this splendid work. Then if you are not *delighted* with it, all you have to do is remail it and your \$1.97 will be promptly refunded.

Do not put this matter off until tomorrow. You may forget it. And it is too important for you to neglect. As the total cost of the entire eight books is only \$1.97, you should at least get them and examine them. Not to do so is unfair to yourself and to your entire social and business future. Independent Corporation, Dept. E-H, 15 West 37th Street, New York.

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